



**KTVI**  
**2250 Ball Drive**  
**St. Louis, MO 63146**  
**(314)213-2222**

# CONTRACT

<u>Contract / Revision</u> 583266 /		<u>Alt Order #</u> 09843623
<u>Product</u> NIXON		
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Estimate #</u>
<u>Advertiser</u> Nixon, Jay/D/MO/Governor		<u>Original Date / Revision</u> 10/15/12 / 10/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI	<u>Account Executive</u> Jared Salles	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> NW80	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Campaign Group**  
**1600 Locust Street**  
**Philadelphia, PA 19103**

*(COPY)*

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	2	10/16/12	10/22/12	M-F 430-5a KTVI News	430-5a		:30			NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$125.00			
N 2	2	10/16/12	10/22/12	530a-6a	530a-6a		:30			NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				3	\$675.00			
N 3	2	10/16/12	10/22/12	M-F 9a-10a	9A-930A		:30			NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$525.00			
N 4	2	10/16/12	10/22/12	Fox 2 News Edge	10p-1035p		:30			NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				3	\$1,700.00			
N 5	2	10/16/12	10/22/12	M-F 9p-10p	9P-930P		:30			NM	5	\$10,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$2,025.00			
N 6	2	10/16/12	10/22/12	M-F 1035p-1105p	1035p-1105p		:30			NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$675.00			
N 7	2	10/16/12	10/22/12	M-F 1105p-1135p	1105p-1135p		:30			NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$575.00			
N 8	2	10/16/12	10/22/12	M-F 1135p-1205a	1135p-1205a		:30			NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$575.00			
N 9	2	10/16/12	10/22/12	Fox 2 News Edge	10p-1035p		:30			NM	5	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$1,700.00			
N 10	2	10/21/12	10/21/12	Fox 2 News Edge Sunday	10-1035p		:30			NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,350.00			
N 11	2	10/21/12	10/21/12	St Louis Rams	12P-315P		:30			NM	1	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$13,500.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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583266 /	09843623

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/12 - 10/22/12	NIXON	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Nixon, Jay/D/MO/Governor	10/15/12 / 10/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 12	2	10/16/12	10/22/12	M-F 12p-1230p	12p-1230p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$300.00			
N 13	2	10/16/12	10/22/12	M-F 1230p-1p	1230p-1p		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$300.00			
N 14	2	10/16/12	10/22/12	M-F 430p-5p	430p-5p		:30			NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MT-TF--				5	\$675.00			
N 15	2	10/16/12	10/22/12	M-F 3p-330p	3p-330p		:30			NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MT-TF--				5	\$525.00			
N 16	2	10/16/12	10/22/12	M-F 330p-4p	330p-4p		:30			NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MT-TF--				5	\$525.00			
N 17	2	10/16/12	10/22/12	M-F 4p-430p	4p-430p		:30			NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MT-TF--				5	\$575.00			
N 18	2	10/16/12	10/22/12	M-F 630p-7p	630p-7p		:30			NM	5	\$5,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$1,125.00			
D 19	2	10/16/12	10/22/12	M-Su 4a-4a	4a-4a		:30			NM	0	\$0.00
N 20	2	10/16/12	10/22/12	M-F 9a-10a	930A-10A		:30			NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$525.00			
N 21	2	10/16/12	10/22/12	Fox 2 News Midday	11A-1130A		:30			NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$425.00			
N 22	2	10/17/12	10/17/12	MLB Championship Series	230P-630P		:30			NM	2	\$11,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				2	\$5,750.00			
N 23	2	10/18/12	10/18/12	MLB Championship Series	630P-10P		:30			NM	1	\$11,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$11,500.00			
N 24	2	10/19/12	10/19/12	MLB Championship Series	630P-10P		:30			NM	1	\$11,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$11,500.00			
N 25	2	10/21/12	10/21/12	MLB Championship Series	230P-630P		:30			NM	1	\$11,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$11,500.00			
N 26	2	10/22/12	10/22/12	MLB Championship Series	630P-10P		:30			NM	1	\$11,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$11,500.00			
<b>Totals</b>											<b>94</b>	<b>\$135,350.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	94	\$135,350.00	\$115,047.50
<b>Totals</b>	<b>94</b>	<b>\$135,350.00</b>	<b>\$115,047.50</b>

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Advertiser	Original Date / Revision
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**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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